

## **BUSINESS DEVELOPMENT & RETENTION DIVISION FREDERICK COUNTY, MARYLAND**

12 East Church Street • Frederick, Maryland 21701  
301-600-1058 • TOLL FREE: 800-248-2296 • FAX: 301-600-2340  
TTY: Use Maryland Relay Service • [www.discoverfrederickmd.com](http://www.discoverfrederickmd.com)

### **Request for Statement of Qualifications and Letter of Interest No. 12-40 for Business Development and Retention - Ad Campaign**

#### **COMMISSIONERS**

Blaine R. Young  
*President*

C. Paul Smith  
*Vice President*

Billy Shreve

David P. Gray

Kirby Delauter

#### **COUNTY MANAGER**

David B. Dunn

#### **BUSINESS DEVELOPMENT & RETENTION DIVISION**

Helen Riddle  
*Acting Director*

#### **Scope of Work**

The Frederick County Business Development and Retention Division is soliciting statements of qualifications and letters of interest for design work for a new advertising campaign. This campaign will have a newly designed logo and three targeted ads – Business Attraction, Business Retention, and the Business Development and Retention Office. Ads will run in trade publications as well as general-purpose magazines and newspapers, and will be required in black and white and four color ads of various sizes. Our audience is diverse, but we will target businesses in Frederick County as well as those outside of the area looking to expand to our County. Our goal is to project a positive, open for business, image of Frederick County and to provide the necessary information that company leaders need when making their decisions about relocating or expanding, highlighting our office as providing assistance for their business needs.

#### **Award Requirements**

If awarded this project, the vendor will be required to stay within our budget of \$3,000 to \$10,000. The vendor will also be required to supply proof of insurance requirements as included in the attachment.

The vendor will be asked to submit to us three campaign concepts to choose from for each of the following: logo, ad for Business Attraction, ad for Business Retention and an ad for the Business Development and Retention Office. Specific information to be considered in each ad will be made available to the chosen vendor.

Please provide us with your letter of interest and qualifications as well as samples of your work of similar specifications. If awarded this project, the final product will be provided to us in an electronic format that allows for in-house updates.

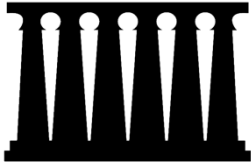
Determination of award will be based on a combination of samples of work qualifications, and experience.

#### **Deadline**

Please submit your statement of qualifications and letter of interest, along with sample work by 4 pm on April 17, 2012 to Frederick County Purchasing Office, Patricia Guise, CPPB, 12 E. Church St., Frederick, MD 21701.

Attachment: Insurance Requirements

#### **CHARACTER COUNTS!**



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RESPONSIBILITY • FAIRNESS  
CARING • CITIZENSHIP

CHARACTER COUNTS! and the Six  
Pillars of Character are service  
marks of the CHARACTER  
COUNTS! Coalition, a project of the  
Josephson Institute of Ethics.  
[www.charactercounts.org](http://www.charactercounts.org)

Professional Consulting with Cyber Liability

**PROFESSIONAL CONSULTANTS: Please provide this document to your insurance agent for reference when completing the Certificate of Insurance (COI).**

In order to be eligible to provide services to the County that are listed in this RFP, Consultants MUST provide a COI meeting the following insurance requirements prior to starting any work or service and must maintain these requirements for the duration of the contract or business relationship and if specified below, requirements must be maintained for 3 years after the contract or completion of work:

1. **Professional Liability/Errors & Omissions** coverage with minimum limits of \$1,000,000 per Occurrence and \$1,000,000 Aggregate
  - a. Professional Liability coverage must indicate if it provides Occurrence or Claims Made coverage.
  - b. If Professional Liability coverage is written on a Claims Made form, coverage must be maintained for a minimum of 3 years after completion of contract or “tail” coverage must be purchased.
  - c. If Professional Liability coverage has a Self-Insured Retention or Deductible greater than \$25,000, you will be required to submit audited financial statements for review.
2. **Cyber Liability** coverage with minimum limit of \$1,000,000
  - a. Privacy Notification Expense coverage with minimum limit of \$1,000,000
  - b. If Cyber Liability and Privacy Notification Expense coverage has Self-Insured Retention or Deductible greater than \$25,000, you will be required to submit audited financial statements for review.
  - c. Cyber Liability policy must include **BOARD OF COUNTY COMMISSIONERS OF FREDERICK COUNTY, MARYLAND** as Additional Insured.

**PLEASE NOTE THE FOLLOWING:**

1. **Any Insurance written on a Claims Made form must indicate retro date.**
2. All policies requiring *Additional Insured* or *Waiver of Subrogation* wording MUST be accompanied by the corresponding endorsements - blanket endorsements are acceptable.

3. All certificates must include an authorized signature and provide for at least 30 days notice of cancellation.
4. All of the above coverage must be written by a carrier with a minimum A.M. Best rating of A- or better AND a financial size classification of VI or higher.
5. Any deductibles or self-insured retentions should be noted on the certificate.
6. Certificates issued on the ACCORD 25 (with revision date prior to 2010/05), or any Certificate that includes the following phrases in the Cancellation wording must have these phrases struck from the Certificate: “endeavor to” and “but failure to mail such notice shall impose no obligation or liability of any kind upon the company, its agents or representatives”.
7. If any primary policy's limits fall short of the requirements, be sure to include on the certificate any excess policies that would extend these limits.
8. The Certificate Holder must be:

Board of County Commissioners of Frederick County, Maryland  
12 East Church Street  
Frederick, MD 21701